

**Research fellowship on: New Strategies for Promoting Inclusive and Mindful Chinese Tourism in Venice of Spoke 6 of the PNRR iNEST Project, Interconnected North-East Innovation Ecosystem - Implementing Entity: University of Padua, - CUP: H43C22000540006**

The present document in English is to be considered as a mere summary of the main provisions of the notice of competition which is available in Italian at the following ([link](#)) The text in Italian is the official text of the notice of competition for all legal intents and purposes and, in the event of non-conformity with the present document, it shall prevail.

**Description**

The "Centro temporaneo Progetto Ecosistema dell'Innovazione" at Università Ca' Foscari Venezia, in charge of the administrative management of the above mentioned project, invites applications for a fellowship in:

**Title:** New Strategies for Promoting Inclusive and Mindful Chinese Tourism in Venice

**SSD or Research sector:** L-OR/21

**Scientific coordinator or supervisor:** Prof.ssa Nicoletta Pesaro, Prof. Paolo Magagnin; Prof. Livio Zanini

**Duration:** 24 months

**Abstract:** In this pandemic/post-pandemic period, welcoming the tourist of Chinese languaculture requires an increasingly in-depth and adequate knowledge of the source culture as well as of the expectations, needs, and habits of the Chinese visitor. This encompasses not only tailor-made accommodation facilities, but also a marked linguistic and cultural sensitivity. It also addresses the ability of the bodies and subjects involved to deploy the most adequate human and technological resources to make the Chinese visitor's experience satisfactory and rewarding on the one hand, and sustainable and productive in terms of cultural exchange and economic revenue for the city/region on the other hand. The specificities of the Venetian receptive system, due to its complexity, add to the complexity of inbound tourism processes from East Asia and from China in particular.

The research fellow will carry out the following tasks:

a preliminary mapping of the available resources and services aimed at Chinese-language tourism in the major museums and artistic and cultural institutions of Venice;

signposting tools and design, museum labels, audio guide and audio description services etc., if available.

design of integrated and targeted services – based on the analysis of the existing materials – to be provided in contexts that will be selected and agreed on with local stakeholders.

Identify translation agencies operating in the relevant field – such as for instance Venezia Traduzioni. Legal or Rapi trad – in order to realise:

- the publication of a guide to specific services aimed at Chinese-languaculture tourism;
- the production of audio descriptive services for museums and institutions in the Venetian area.

The ultimate goal of the project will be to produce contents and services matching the following profiles of Chinese languaculture visitors:

visitors from Mainland China

visitors from Taiwan

Chinese languaculture visitors from Europe and other countries.

The researcher will take care of design and production of contents for the abovementioned profiles, in collaboration with Ca' Foscari team of research (in particular with the PNRR PhD student).

The expected results include:

1. mapping of the available resources in Chinese in the city of Venice (months 1 to 3);
2. identifying the museum or cultural institution that will be the object of the research activities (months 1 to 4);
3. producing a report to outline the state of art of deliverable 1 e 2 (months 3 to 6);
4. organising and carrying out sample groups with the relevant representatives of the Chinese languaculture belonging to the different visitor profiles (months 6 to 8) and producing a brief report on the possible effective strategy is to be used based on the results of this surveys;
5. designing and producing suitable content (scripts) matching the above-mentioned profiles, in collaboration with the PNRR PhD student and then with the museum curators/ managers and with the translation agency in charge of the text recording (months 9 to 18);
6. adapting the content for a travel guide or an audio guide recording (months 12 to 18);
7. testing the guide on sample target groups with questionnaires (months 18 to 20);
8. producing a report on the testing carried out in deliverable 7 (months 22 to 24);
9. producing a research paper based on the results of the fieldwork and the empirical analysis of the processes activated with iNest funding (months 18 to 24).

The research may be carried out in English.

The fellowship is intended to provide the successful candidate with the opportunity to pursue his/her own research while benefiting from the range of expertise at Università Ca' Foscari Venezia.

### Who can apply

Prospective candidates are expected to hold a master's degree in Translation or equivalent title in economics, business, law, statistics, or related disciplines.

Ca' Foscari encourages applications from researchers with positive evaluation in all the criteria in individual proposals such as Marie Skłodowska Curie Actions - Individual Fellowships/ERC Starting Grants/FIRB (Italian Fund for basic research investments)/SIR (Scientific Young Independence Research) or similar. Researchers having successfully completed Marie Skłodowska Curie Actions - Individual Fellowships/ERC Starting Grants/FIRB (Italian Fund for basic research investments)/SIR (Scientific Young Independence Research) or similar funded projects are warmly encouraged to apply.

The following are considered preferential qualifications:

- the PhD;
- the completion of attendance at a doctorate course pending the award of the qualification;
- specialization diplomas and certificates of attendance at postgraduate specialization courses, obtained both in Italy and abroad; the performance of documented research activities carried out with public and private entities both in Italy and abroad;
- Previous professional experience and/or research experience in tourism and cultural language mediation.

**Duration of contract:** 24 months (approximately starting in February 2023)

**Stipend:** The research fellowship amounts to 21.401,93 Euros per year, gross percipient net of charges to be borne by the institution.

**Deadline for submission of applications: January 09, 2023, 12.00 noon CET.**

### How to apply:

Candidates must submit:

1. The application form
2. A motivation letter (max 1 page) along with their CV in European format, duly dated and signed, both enclosed as a one single.pdf file. ([link](#))
3. A copy of a valid identity document (either Identity Card or Passport);
4. (If available) Evaluation Summary Reports of Marie Skłodowska Curie Actions - Individual Fellowships/ERC Starting Grants/FIRB (Italian Fund for basic research investments)/SIR (Scientific Young Independence Research) individual proposals having passed all the evaluation thresholds;
5. (If available) Details of Marie Skłodowska Curie Actions - Individual Fellowships, ERC Starting Grants, FIRB (Italian Fund for basic research investments)/ SIR Scientific Young Independence Research funded projects;
6. A declaration of availability to hold the interview online (template available at this [Link](#)), which is to be emailed to: [inest\\_pnrr@unive.it](mailto:inest_pnrr@unive.it)
7. Any other documents, qualifications and publications deemed relevant for the selection procedure (See the notice at this [link](#)).

Templates for the above mentioned documentation are available on the University's website ([link](#)).

## How to submit your application

Applications must be submitted online, exclusively through the procedure that can be entered at the following link:

<https://apps.unive.it/domandeconcorso-en/accesso/inest09012023strategie>

After submitting the application, the candidate will receive a submission number and an e-mail acknowledging receipt of his/her application.

The candidate can, if necessary, access the procedures and update uploaded data and materials via the link provided by the e-mail. Updates are only accepted before the deadline of **January 09, 2023, 12.00 noon CET**. Please note that the candidate can contact the University for any support needs until 24 hours prior to the deadline.

In case of a high number of applications and / or weight of the materials uploaded by the candidates the system might become slower, therefore it is suggested not to start the application process close to the deadline.

**NB:** The University does not take on responsibility for wrong or late communication of addresses, nor for any communication problem not depending on the University.

## Evaluation

Up to 100 points, specifically:

For qualifications and publications, from 0 up to 60 points (42 points is the minimum score for admission to the interview)

For the interview, from 0 up to 40 points (28 point is the minimum score for passing the interview)

## Selection procedure

**Interviews will take place on January 19, 2023, at 10.00 am CET.**

The list of candidates admitted to the interview, the timetable, the venue of the interview, together with notice of any postponements, or changes in the time of the interview, will be announced on **January 12, 2023**, by means of a notice that will be published at the following [link](#). **It is the candidate's responsibility to check the admission results and, if admitted, to show up at the required date and time.**

The interview may ascertain knowledge of the following topic:

- general knowledge of the product (territory), specificity of Chinese tourism
- knowledge of existing problems (including specific cultural ones) in the reception and management of Chinese tourist flows
- excellent knowledge of Chinese (C1 or mother tongue), excellent knowledge of Italian (C1)
- propensity to research
- professional or research experience and activities related to the project.

## Information and contacts

Candidates may find further details about the application process and the research project in the official call published at the following [link](#)

For further information please contact CESA, email: [inest\\_pnrr@unive.it](mailto:inest_pnrr@unive.it)